



# FINAL REPORT

## A Voice in The Forest

Building Constituencies for Reform of  
Natural Resources Management and Conservation in Indonesia

May 2001 - May 2003

(WWF Indonesia-USAID Grant Agreement No. 497-G-00-01-00020-00)



**FOREST PROGRAM  
WWF INDONESIA  
MAY 2003**

## PREFACE

Herewith pleasure we present the final report of 'A Voice in The Forest' (VIF), a project of World Wide Fund for Nature (WWF) Indonesia supported by the United States Agency for International Development (USAID) and East Asia and Pacific Environmental Initiative (EAPEI). It was implemented from May 2001 to May 2003 following the signing of Grant Agreement No. 497-G-00-01-00020-00 between WWF Indonesia and USAID.

VIF was intended to support the ongoing 'Bioregional Planning' project through campaign and capacity building efforts. The 'Bioregional Planning' project benefited highly from the 'Voice in the Forest' project as specific attention could be paid to develop media relations, relations with local parliamentarians and general public. These stakeholders were key to the success of the 'Bioregional Planning' project and could be targeted intensively with the additional support of VIF. Some national forest issues were dealt within the VIF project. As WWF Indonesia forest program went through significant changes over the past years (from project approach to program approach) it proved not always easy to adjust the VIF project in such way it could respond to the developments within WWF Indonesia.

Despite some constraints--including the closure of WWF Bioregional Planning project/NRM (VIF main partner in the field) on October 2002, most of VIF project activities have been implemented well. Facilitated by VIF, cooperation with many stakeholders to jointly address some 'classical problems' of Indonesia's forests, e.g. forest fires, illegal logging, and forest conversion has been built. Some new initiatives to address the problems were developed, e.g. developing sustainable community based forest management certification system, designing environmental-based legal drafting training, and encouraging and facilitating potential media and journalists to publish more reports on environmental issues in Indonesia

Due to the rapid changes in Indonesia's forest management over the past years, campaigns in the future have to be developed in a flexible manner to be able to adjust its targets and target audiences to these changes. Traditional communication approaches often used by WWF Indonesia on project level, like using printed materials, are only effective if combined with innovative communication approaches targeting broader audiences. Due to the VIF developed approach, crucial support from public in influencing the decision making on project level was obtained. Therefore it is crucial for WWF Indonesia that policy advocacy and campaign initiatives in the future at the local level are strongly linked with similar initiatives at the national level.

The VIF project has been implemented successfully with enormous amount of courage, hard work and motivation of many people. We would like to thank all of them that contributed to the project.

Jakarta, May 2003

Agus Setyarso (Project Coordinator)

Israr Ardiansyah (Communications Specialist)

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# LIST OF ABBREVIATIONS

AMAN	: Aliansi Masyarakat Adat Nusantara (The Alliance of Indigenous People of the Archipelago)
BKSDA	: Balai Konservasi Sumber Daya Alam (Office of Natural Resources Conservation)
CBD	: Convention on Biological Diversity
CGI	: Consultative Group for Indonesia
CI	: Conservation International
CIFOR	: Center for International Forestry Research
CITES	: Convention on International Trade in Endangered Species of Wild Flora and Fauna
DG	: Directorate General
DPR	: Dewan Perwakilan Rakyat (House of Representatives)
DPRD	: Dewan Perwakilan Rakyat Daerah (Local Parliament)
EAP	: Ecoregion Action Program
EAPEI	: East Asia and Pacific Environmental Initiative
FCI	: Forest Conversion Initiative
FWI	: Forest Watch Indonesia
FSC	: Forest Stewardship Council
GDA	: Global Development Alliance
GoI	: Government of Indonesia
HCVF	: High Conservation Value Forest
ICEL	: Indonesian Center for Environmental Law
IPB	: Institut Pertanian Bogor (Bogor Institute of Agriculture)
INFORM	: Indonesia Forest and Media Campaign
LEI	: The Indonesian Ecolabelling Institute
MoU	: Memorandum of Understanding
NGO	: Non Governmental Organization
NRM	: Natural Resources Management
PFFSEA	: Project Fire Fight South East Asia
PHBML	: Pengelolaan Hutan Berbasis Masyarakat Lestari (Sustainable Community Based Forest Management)
PHKA	: Perlindungan Hutan dan Konservasi Alam (Natural Conservation and Forest Protection)
PSA	: Public Service Announcement
SCTV	: Surya Citra Televisi
SFM	: Sustainable Forest Management
TNC	: The Nature Conservancy
UGM	: Universitas Gadjah Mada (Gadjah Mada State University)
USAID	: United States Agency for International Development
VIF	: A Voice in The Forest
WALHI	: Wahana Lingkungan Hidup Indonesia/Friends of the Earth Indonesia
WB-GEF	: World Bank-Global Environment Facility
WRI	: World Resource Institute
WWF	: World Wide Fund for Nature

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- Appendix 1. Project Output/Achievements Contrasted to Objective 1 - Activity 1.1 in Grant Agreement Contract (No. 497 -G-00-01-00020-00)
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- Appendix 3. VIF Project's Activities in Pictures
- Appendix 4. Media Coverage

# EXECUTIVE SUMMARY

This report presents activities and results that have been achieved by **“A Voice in the Forest”** (VIF), a WWF Indonesia’s project funded by USAID-EAPEI program to build constituencies for reform of natural resources management and conservation in Indonesia. It is the final report of the project that was started in May 2001 and has been finished in May 2003.

Some significant results have been obtained by the project. Started with a communication audit of WWF Indonesia Forest Program (e.g. initial baseline data on communication initiatives, rapid assessment to get sense of history of the environmental issues, knowledge of the institutions and individuals related to forest campaigns, snapshots of existing state of environmental education and communications, and complete review of existing relevant documents/legal documents). The findings of this audit were used as the basis for further developing VIF’s strategies.

## Key Achievements

Some of the key achievements of the VIF project are:

- **MoU and the Implementation of Sustainable Community Based Forest Management Certification System Pilot Project (started from July 16, 2002)**

WWF Indonesia has build good cooperation with other NGOs, including the Indonesian Ecolabelling Institute Foundation (LEI). The MoU for Sustainable Community Based-Forest Management Certification System Pilot Project with six local and national NGOs was signed in July 16, 2002 and became a significant basis for the implementation of USAID-GDA funded project aimed at promoting certification and developing linkages between producers and buyers of Indonesian wood products to ensure sustainable forest management in Indonesia.

- **Legal Drafting Training and Legal Drafting Module**

The legal drafting training for local stakeholders and the training module developed for use in other locations are proved valuable tools to increase capacity at district level in legal drafting of forest management related regulations.

- **Environmental Journalism Workshop**

WWF Indonesia believes that mass media is a pillar of democracy. An environmental journalism workshop was held in East Kalimantan on 20-24 August 2002 to build constituencies for the reform of natural resources management in the regional autonomy era. The workshop participants maintain their relation with WWF Indonesia and vice versa. The workshop shows significant results indicated by a better relation between WWF Indonesia, especially East Kalimantan office—with individual journalists.

- **Good Relations with Mass Media**

WWF/VIF project has been maintaining good relations with medias (including Singapore-based Newspaper The Straits Times, Radio 68H, The Jakarta Post, KOMPAS, Suara Pembaruan, Bisnis Indonesia, Media Indonesia, TEMPO Magazine, Koran TEMPO). The good relation with the media resulted in many media coverage on WWF Indonesia's Forest Program.

- **Campaign Materials, Media Relation and Continuing Publications**

Posters, brochures, banners, interactive presentation CD that have been produced by VIF project will be used as tools for WWF Indonesia Forest Program in the future. The good relationship with mass media that has been developed will continue to be useful to further WWF Indonesia's conservation messages. Meanwhile, the electronic weekly 'Fire Bulletin' and WWF Indonesia website will still be maintained.

## **Lessons Learned**

Throughout the project implementation period, WWF Indonesia gained some lessons learned from this VIF Campaign, which include:

- Voice in the Forest was intended to support the ongoing 'Bioregional Planning' project through campaign and capacity building efforts. The 'Bioregional Planning' project benefited highly from the 'Voice in the Forest' project as specific attention could be paid to develop media relations, relations with local parliamentarians and general public. These stakeholders were key to the success of the 'Bioregional Planning' project and could be targeted intensively with the additional support of VIF.
- Some national forest issues were dealt within the VIF project. As WWF Indonesia forest program went through significant changes over the past years (from project approach to program approach) it proved not always easy to adjust the VIF project in such way it could respond to the developments within WWF Indonesia. In future planning of campaign type projects like VIF, more detailed objectives, target outputs and target audiences should be identified beforehand.
- Due to the rapid changes in forest management, which Indonesia has experienced in the past years, campaigns have to be developed in a flexible manner to be able to adjust its targets and target audiences to these changes.
- Traditional communication approaches often used by WWF Indonesia on project level, like using printed materials, are only effective if combined with innovative communication approaches targeting broader audiences. VIF developed an approach to obtain crucial support from public in influencing the decision making process.

The VIF project has opened up a lot of possibilities for WWF Indonesia to further promote policy reforms and to increase public awareness and support in ensuring sustainable forest management in Indonesia, especially within the decentralization policies context.

**A VOICE IN THE FOREST:**  
Building Constituencies for Reform of  
Natural Resources Management and Conservation in Indonesia  
(WWF Indonesia-USAID Grant Agreement No. 497-G-00-01-00020-00)

**FINAL REPORT (May 2001 – May 2003)**

**I. INTRODUCTION**

Indonesian forests constitute one of the world's mega-centers of biological diversity. However, these forests are being increasingly degraded, leaving ever fewer natural resources and causing significant ecological damage. Protected areas are diminishing in conservation value as poorly planned and unsustainable development leads to poaching, encroachment, habitat fragmentation, and forest fires.

These problems have been built for years with the rapid and largely unregulated exploitation of forests and other natural resources under Suharto's New Order regime. Since the early days of the New Order regime in the end of 1960-s, until Megawati Soekarnoputri's rule as Indonesian fifth president, Indonesian timber is an important commodity for country revenues after oil and textiles. The 'timber boom phenomenon' in the 1970-s, led to mass destruction of Indonesia's forest. A recent calculation showed half of a total of 118 million hectares of forest has been damaged. Indonesia has become one of the countries in the world with high rates of net forest area change with more than 0.5 percent decrease per year between 1990-2000. This was higher than the world's annual forest cover decrease rate of 0.2 percent for the same decade.<sup>1</sup> Meanwhile, a recent report of Ministry of Forestry (2003) mentioned that the annual deforestation rate in the country has reached 2.1 million hectares per year.

The use of fire to clear land has led to massive forest fires that destroyed 3 million hectares of forests in East Kalimantan in 1983. The fires in 1997 and 1998 claimed more than 5 million hectares, causing some estimated US\$ 8 billion economic losses to Indonesia. The El-Nino phenomenon contributed to the 1998 forest fires, however human activities were the main cause of the forest fires: The slash and burn methods for shifting cultivation in some areas, and illegal land clearing practices by forest concessionaires and oil palm industries. The lessons have yet to be learned: every year the haze problems still exist in the country.

Indonesia is losing each year 670 million USD/year in loss of payments on royalties, tax revenue and other fund payments due to illegal logging (GoI statement in the CGI meeting January 2003).

The protected area system itself hasn't been a guarantee of sustainability of Indonesia's natural resources either. In recent developments, 22 mining companies have submitted proposals to the government to open some protected areas for mining. Meanwhile, more than 140 mining companies have concession areas that overlap with protected areas

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<sup>1</sup> Anonymous, 2001, *FAO Forestry Paper 140: Global Forest Resources Assessment 2000-Main Report*, FAO, Rome.



Indonesia underwent massive changes in government in the past years. The end of the New Order era in combination with a prolonged economic crisis led to heightened political tensions and social conflicts. One of the important changes in Indonesia is the process of decentralization aiming to devolve resource management and fiscal authority from central government agencies to local (provincial and district) governments.<sup>2</sup> Although decentralization is underway, driven by demands for greater political regional autonomy and encouraged by the reform programs of multilateral and bilateral donors, many remains unclear how authority over forests and other natural resources will be allocated. Currently one of the biggest challenges is to implement clean governance at district level with the local authorities.<sup>3</sup>

Given the obvious short-term gains to be made from forest exploitation by coalitions of local government officials, security forces, and businessmen, adequate safeguards should be developed and implemented to ensure sustainable management of forest resources. In WWF Indonesia's view, such safeguards should include the following:

- Adherence to all controlling national conservation laws, including international treaties and agreements to which Indonesia is a signatory (e.g., CITES, CBD);
- Principles and standards in maintaining well forest resources management, adapted to suit local conditions;
- Accountability by forest users and managers of public lands to relevant government agencies, who in turn are accountable to elected officials and the electorate.

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<sup>2</sup> For a concise presentation and discussion of how this is likely to affect conservation, see "Decentralization of Protected Areas Management in Indonesia," draft discussion paper, USAID/NRM2/EPIQ, Jakarta, December 1999.

<sup>3</sup> "Jean-Michel Severino... the World Bank's [outgoing] vice president for East Asia and the Pacific, criticized a key reform effort that is being underwritten by the World Bank itself: the spreading of power from central government to local authorities. These moves are providing fertile ground for unchecked corruption, he said" (International Herald Tribune, 12-13 February 2000, p. 1).

## II. PROBLEM DEFINITION AND SCOPE

A major constraint in achieving greater transparency, openness, and effectiveness in natural resource management is the lack of capacity within the government agencies charged with planning and implementing conservation and development policies.

One of WWF Indonesia's projects that address the issue is the "Bioregional Planning" project under a cooperative agreement with USAID.<sup>4</sup> The purpose of the project is to build and install institutional capacity on the part of government agencies dealing with conservation planning and management, while also engaging other local and regional actors in forest-related planning and decision-making in Kalimantan (Indonesian Borneo) and Irian Jaya (West Papua). Key target groups in the project are park management authorities, provincial and district spatial planners, and communities directly involved or affected by protected area management.

The activities as proposed under this 'Voice in the Forest' project and supported by USAID-EAPEI complement those of the existing "Bioregional Planning" project and extend them in two important ways. First, the "Voice in the Forest" project goes beyond communities around protected areas to target broader constituencies at provincial and national levels that can and should be engaged in a public policy dialog about conservation and forest policy reform.

Second, while encouraging and facilitating the process of public discourse on conservation and forest policy, WWF Indonesia also articulates its own vision of the future of Indonesia's forests, the benefits of conservation and sustainable forest management to local and national stakeholders, and the way in which these benefits can be achieved and protected.

WWF Indonesia works closely with others to achieve the objectives of these projects, including other Indonesian and international NGOs, the Forestry Department, and the USAID-funded NRM2/EPIQ forestry and protected areas team. Activities funded by EAPEI were also complemented by other activities that received funding from the WWF network through WWF Indonesia's bioregional programs in Kalimantan and Irian.

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<sup>4</sup> Cooperative Agreement No. 497-A-00-00-00002-00, dated 28 October 1999, provides support under USAID's NRM II project for WWF Indonesia's "Outer Islands Bioregional Program: Integrated Protected Area Management and Spatial Planning in Kalimantan and Irian Jaya," with a completion date of 27 October 2002.

### III. OBJECTIVES AND ACTIVITIES

#### 3.1 Objectives and Activities

**Objective 1** Incorporate national conservation laws into implementation regulations and conservation action plans to be adopted in East Kalimantan and Irian Jaya (West Papua).

##### **Activity 1**

Policy Advocacy aimed at parliamentarians and others responsible for drafting implementation regulations guiding decentralization, to explain obligations under national conservation laws and international treaties and agreements and their importance for sustainable development. This will be supported by legal analysis and case studies from the target provinces, followed by draft legislation prepared in consultation with partners.

##### **Activity 2**

A campaign, aimed at decision-makers and public opinion leaders, will highlight the local and national importance and principles of conservation and its management in order to gain support for protected areas and species conservation. Campaign events will include public seminars, policy round-table discussions, and media spots. Specific government and private sector commitments will be sought and highlighted as part of WWF's "Gifts to the Earth" campaign.<sup>5</sup>

**Objective 2** Supporting the implementation of principles and criteria in forest resources management within decentralization scheme piloted in two administrative districts (*kabupaten*) in East Kalimantan and Irian Jaya (West Papua).

##### **Activity 3**

A public education campaign will engage a wider segment of civil society in discussions of forestry issues. WWF will translate technical analyses and recommendations made by various parties on the principles and criteria (e.g., CIFOR and NRM2) into comprehensible articles and seminars for the general public.

##### **Activity 4**

WWF Indonesia will participate in regional WWF-sponsored workshops comparing the causes and impacts of, and solutions to, mismanagement of forests. The role of the military (e.g., in Indonesia, China, and Cambodia) and decentralization are among the topical issues.

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<sup>5</sup> Gift to the Earth objectives include gazettelement of Sebuks-Sembakung proposed NP in East Kalimantan; World Heritage Site approval for Lorentz NP in Irian; and establishment of conservation trust funds by the private sector.

### 3.2 Strategic partners

The project has collaborated with strategic partners to capture field information, results from past studies and research, expert advises and counsels, as well as supports in project executions.

Those partners are:

1. National government authorities: Ministry of Forestry, Ministry of Home Affair, Coordinating Ministry of Economy, Ministry of Environmental Affair, Ministry of Agriculture, Judiciary, and Legislative bodies.
2. National Conservation NGOs: INFORM (Indonesia Forest and Media Campaign – a consortium consists of The Nature Conservancy Indonesia Program, Conservation International-Indonesia Program, Birdlife Indonesia, Forest Watch Indonesia, Fauna Flora International-IP, and WWF Indonesia itself), USAID-supported environmental campaign program 'GreenCOM', Indonesian Center for Environmental Law (ICEL), Indonesian Ecolabelling Institute (LEI), etc.
3. Local NGOs, mainly in East Kalimantan, Papua, and Central Java, including members of consortium for Sustainable Community Based Forest Management.
4. Local, National and Regional journalists.
5. MoF, NRM2 and others in the Consultative Group on Indonesian Forestry; private forestry companies; FSC; and WWF offices in the region and in timber-importing countries.

## **IV. PROJECT IMPLEMENTATION AND ACHIEVEMENTS**

### **A. PROJECT IMPLEMENTATION**

Most of VIF project activities have been implemented well since the project started in May 2001 following the signing of Grant Agreement No. 497-G-00-01-00020-00 between WWF Indonesia and USAID.

Substantial rescheduling of project activities was done in February 2002. The position of Communications Specialist (key officer for this project) was vacant for seven months since the previous staff left WWF Indonesia in July 2001. The successor who has been recruited and accepted, withdrew her acceptance right before she started working with WWF Indonesia. Therefore WWF Indonesia went through a new recruitment schedule.

WWF Indonesia has built cooperation with many stakeholders to jointly address some 'classical problems' of Indonesia's forests, e.g. forest fires, illegal logging, forest conversion into plantation, etc. Some new initiatives to address the problems were developed, e.g. developing sustainable community based forest management certification system, designing environmental-based legal drafting training, and encouraging and facilitating potential media and journalists to publish more reports on environmental issues in Indonesia.

Meanwhile, a new development that potentially could threaten Indonesia's forests--the proposal of some mining companies to extend their mining operations into some protected areas—required a quick response from WWF Indonesia. WWF Indonesia therefore combined forces with a group of conservation NGOs to oppose the plan.

Despite the constraints caused by the closure of WWF Bioregional Program/NRM (VIF main partner in the field) on October 2002, VIF activities could be implemented well. Some activities, e.g. production of campaign materials, workshop in Papua were rescheduled to adjust to the development in the field. Campaign materials needed editing several times due to rapid changes in the field.

#### **Activity 1. Policy Advocacy aimed at parliamentarians and others responsible for drafting implementation regulations guiding decentralization**

##### **a. Legal Drafting training**

WWF Indonesia, in collaboration with the Indonesian Center for Environmental Law (ICEL), on 20-24 August 2002 organized a legal drafting training on the integration of environmental perspective into new regulations being developed by Nunukan government. Sixteen participants (15 male, 1 female) participated in the training from Nunukan district parliament, local government, and local NGOs.

##### **b. Legal Drafting Module**

WWF Indonesia and ICEL have developed the proceedings of the training into a standard training module on legal drafting that will be adopted and used in other projects of WWF Indonesia after the closing of VIF project. The legal

drafting training for local stakeholders and the training module developed for use in other locations are proved valuable tools to increase capacity at district level in legal drafting of forest management related regulations.

**c. High Conservation Value Forest (HCVF) Workshop**

A workshop on High Conservation Value Forest (HCVF) Analysis in Papua was held in Jayapura (8-10 May 2003) in collaboration with the Forest Conversion Initiative Project and Sahul Region Office. Local NGO activists, journalists, and local government officials attended the workshop.

HCVFs comprise the crucial forest areas and values that need to be maintained or enhanced in a landscape. The use of HCVFs analysis will enhance the preparation of provincial or district land-use or spatial planning especially for a region that still has large scale remaining natural forests such as Papua.

The workshop on HCVF is a continuing effort to remind key Bioregional Planning/NRM project stakeholders about the needs to ensure the protection of rich natural forests and to reduce threats (especially from the conversion to large scale plantations) to these forests in Papua. The workshop promotes tools for identification of HCVFs to local government and other key actors that can be used for enriching land use planning processes or ensuring sustainable activities within concession areas.

**d. Involvement in Kalimantan Island Spatial Planning**

As a result of regular campaign and lobby, Fitriani Ardiansyah (former NRM project coordinator as a main national VIF partner) and Suhandri (former WWF-NRM Sorong Project Manager) have been invited as resource persons for Kalimantan Island Spatial Planning. The invitation from the Coordinating Body for National Land Use Planning is a significant acknowledgement to WWF Indonesia's work, especially in the VIF and Bioregional Planning project field sites.

**Activity 2. A campaign, aimed at decision-makers and public opinion leaders, will highlight the local and national importance and principles of conservation and its management in order to gain support for protected areas and species conservation.**

**a. Articles in KORANTEMPO**

Series of articles on Forest and Species issues published in KORAN TEMPO, in cooperation with WWF Indonesia's fundraising unit and Caltex Indonesia Foundation (June-July 2002). The articles addressed crucial issues on Forest and Endangered Species e.g. High Conservation Value Forest, Forest Fire, Forest Conversion, Species Protection, Community Development, and Environmental Management.

**b. TV Shots on Leatherback Turtle Conservation in Jamursba Medi**

Two TV shots on Leatherback Turtle nesting sites conservation in Jamursba Medi Beach, Papua produced by SCTV and broadcasted nationally (31 August 2002 and 7 September 2003). These TV shots are the most complete documentation of the WWF Bioregional Planning/NRM project's effort to protect Jamursba Medi Beach and North Tamrau Forest. They are also included in VIF/NRM Interactive Presentation CD.

**c. Radio Talk Show on Illegal Logging**

One talk show on Illegal Logging was conducted on 23 January 2003 on Radio 68H featuring VIF Project Coordinator as a resource person representing conservation NGOs. Illegal Logging that threatens High Conservation Value Forests in Papua (NRM project and VIF's field site) was highlighted significantly.

**d. TV Talk Show on Illegal Logging**

One talk show on Illegal Logging was conducted on INDOSIAR with VIF Project Coordinator as a resource person representing conservation NGOs (24 January 2003), highlighting illegal logging and its threat to conservation in Papua.

**e. New system of WWF Indonesia's Website**

The new website of WWF Indonesia (with contribution of projects of WWF Indonesia including VIF and Endangered Species Campaign) has been on-line with the VIF person as the main gateway/editor. The website uses more stable system/platform which is also easier for content uploading. Since its soft launch in April 2003, the website has got significant response from the visitors. The website can be accessed through <http://www.wwf.or.id>.

**f. Developing New Partnerships in VIF field sites**

Other international organizations (CARE, TRAFFIC etc) have expressed their interest to work with WWF Indonesia on environmental and social issues in Nunukan, East Kalimantan, including combatting illegal logging, forest conversion, and border forest management. The partnerships have been discussed intensively to find best solutions for conserving natural resources as well as developing the poverty alleviation program for the border district.

**g. WWF Indonesia Forest Program Video**

A video on WWF Indonesia's Forest Program has been produced in May 2003 and is ready to be used for socializing the forest program to public, donors and partners. The video contains major threat to the biodiversity-rich Indonesia's forest and the effort of WWF Indonesia—with support of many partners-- to deal with the situations through integrated approaches: 'protect, manage, restore' and community development.

**h. Production of Media Campaign/Campaign Materials**

Production of campaign materials on Jamursba-Medi and Sebuku-Sembakung (some were produced in collaboration with the NRM Bioregional Program) that include: posters, brochures, interactive CD, banners. The brochures, banners, posters, and interactive CD have been presented in some international meetings, as well as some national and local events. The campaign materials are significant ammunition for the teams that still work in the former NRM field offices and will be used in ongoing conservation activities in those areas.

**Activity 3. A public education campaign to engage a wider segment of civil society in discussions on forestry issues.**

**a. Sustainable Community Based-Forest Management Certification System**

Six local and national NGOs agreed to collaborate with WWF Indonesia in promoting the Sustainable Community Based-Forest Management Certification System. The MoU for the System Pilot Project has been signed in a meeting between WWF Indonesia (VIF project) and LEI (16 July 2002). As a result, a working mechanism/ protocol has been developed and published by LEI, and the Sustainable Community Based-Forest Management Certification System Pilot Project's executing team was established.

The MoU for the System Pilot Project is a significant foundation for the implementation of USAID/GDA funded project 'The Alliance to Combat Illegal Logging and Promoting Forest Certification in Indonesia', an alliance of WWF and The Nature Conservancy.

**b. Follow-up of Participation in the Audio Visual Media Workshop**

Three field officers in Kalimantan were trained in an audio visual/video production workshop (July 2002). They have produced some significant footage that is used as core materials for the WWF Indonesia Forest Program Video. Delivering training on communication for field staff is a good investment for the future campaign of conservation activities.

**c. Public Discussion on Forest Fires**

A seminar "Together Combating Forest Fires" as a public education activity was organized by VIF in collaboration with Project Fire Fight South East Asia (PFFSEA) on 16 August 2002, featuring representative of business community, MoF official, forest fire expert, and VIF project coordinator. Fifty participants attended the seminar. This seminar discussed the importance of minimizing human-made forest and land fires through promoting best practices (especially in plantation or forest concession areas) and enforcing forest law.

**d. Environmental Journalism Workshop**

WWF Indonesia believes that mass media is a pillar of democracy. An environmental journalism workshop was held in East Kalimantan for East Kalimantan Journalists (20-24 August 2002) to build constituencies for the reform of natural resources management in the regional autonomy era. The workshop participants maintain their relation with WWF Indonesia and vice versa. With the adequate knowledge on conservation issues, the journalists are expected to be significant constituents of natural resources management in the province.

**e. TV Talk Show on Forest Fire**

One talk show on forest fires on Metro TV—a prominent private TV station Indonesia specialized in news reporting- was conducted in August 2002 with VIF Project Coordinator as a resource person representing conservation NGOs. The show discussed the forest fires phenomenon in Indonesia from year to year, the efforts to combat them, and the need to enforce the forest law to bring 'environmental criminals' to court.



**f. Joint campaign on 'Protecting Species and its habitat'**

Joint campaign on 'Protecting Species and its habitat' with WWF-NRM project and 'Endangered Species Campaign' project, organized by WWF Indonesia in Taman Anggrek Mall, August 2002. The campaign in this prestigious mall was successful and expected to be an eye opener for Jakarta's middle class groups to the importance of conservation issues.

**g. WWF Indonesia Communication Workshop**

A WWF Indonesia Communication Workshop has been conducted in September 2002 to enhance the communication capacity of WWF Indonesia staff and create synergy between conservation programs and campaign activities. All WWF Indonesia field offices and communication-related units were represented. This workshop has given significant contribution for improving communication aspects of WWF Indonesia, mainly through the drafting of WWF Indonesia's communication protocol.

**h. Fire Bulletin Publication**

A weekly electronic Fire Bulletin —a joint publication with the Project Fire Fight South East Asia— has been published since October 2002 and distributed widely. The new version (bilingual)—which was designed to provide information and new insight for multistakeholders to combat forest fires— has been launched on 22 May 2003. The bulletin has got warm response from forest fire expert communities and other stakeholders.

**i. SFM Module Draft Production**

Drafts on Sustainable Forest Management (SFM) practices for the provincial and district level have been finalized (May 2002). The drafts are expected to give strong basis for implementing Sustainable Forest Management in the decentralization/regional autonomy era.

**Activity 4. WWF Indonesia's participation in regional WWF-sponsored workshops comparing the causes and impacts of, and solutions to, mismanagement of forests.**

**a. Workshop on Forest Governance, Bangkok**

VIF Project coordinator attended a workshop on Illegal Logging Issues and Forest Governance in Bangkok (November 2001). The workshop gave new insight and wider perspective in dealing with forest destruction in South East Asia.

**b. WWF International Forest Communication Workshop**

The five-day workshop was held in Pekanbaru, Riau (25 February – 1 March 2002) to provide selected WWF staff with a structured training and capacity building experience in joint planning and rapid response to high profile events, including those that are anticipated, persistent, or recurring. The issue of forest fires and the related underlying causes were used as a case study for the workshop whose objective was to enhance the capacity of offices to work more effectively as a network, particularly as conservation issues cut across countries and regions.

The workshop was hosted by WWF International-Communications Department, WWF International-Asia Pacific Programme, The Strategic Action for Palm Oil and Soy, and Project Firefight South East Asia (PFFSEA).

Altogether 31 participants from offices from Asia Pacific (China, Indonesia, Malaysia, Thailand), WWF regional programmes (Forest Futures, Asian Rhino and Elephant Action Strategy/AREAS), communications persons from WWF US, WWF UK, representative of Strategic Action for Palm Oil and Soy and WWF-IUCN's Project Firefight attended the workshop.

**c. WWF Asia Pacific Ecoregion Action Programme (EAP) Training Initiative "Gearing up Ecoregion Action Programmes: Making it Happen"**

VIF Communications Specialist attended the workshop that was held in Madang, Papua New Guinea, April 22-28, 2002.

Ecoregion Action Programme is a part of The WWF Global Conservation Priorities, a set of WWF's global priorities for its work to maximize the impact of its conservation efforts. The Global Conservation Priorities cover six thematic programs (Forest, Freshwater Ecosystems, Oceans and Coasts, Species, Toxic Chemicals and Climate Change) and The Global 200 Ecoregions (the most important areas in the world for biodiversity conservations) where the WWF network will apply its support and effort.

The purpose of the workshop was to advance WWF EAPs in the Asia Pacific region by enhancing the knowledge and skills of Ecoregion leaders and communicators in Ecoregion conservation and to encourage them to work as a team of peers. It was attended by EAP coordinators and communications persons from WWF offices in Asia Pacific where 92 Global 200 Ecoregions are located.

**d. Joint meeting of the working group on Sub-Regional Fire Fighting Arrangements**

VIF project coordinator attended the eleventh joint meeting of the working group on Sub-Regional Fire Fighting Arrangements (SRFAs) for Sumatra and Borneo in Singapore (12 August 12, 2002). The meeting is very useful for enhancing a better coordination among ASEAN Countries in dealing with Forest Fire problems.

**Additional Activities: Networking and Participation in other Campaign Initiatives**

WWF Indonesia strongly believes that conservation must be achieved through good networking with other stakeholders. The involvement of VIF person in GREENCOM, INFORM, and other coalitions, such as the Coalition to Oppose Mining in Protected Areas has given a significant stakeholders recognition for WWF Indonesia's Forest Program.

**a. East Kalimantan Youth Environmental Workshop**

VIF Communication Specialist attended a workshop and the establishment of East Kalimantan branch of 'Pandu Lingkungan Hidup' (Youth Environmental Organization) on 9-13 March 2002. The organization is under the umbrella of 30,000 strong - Garuda Nusantara Foundation, which is led by renowned

Indonesian singer-environmental activist -UNEP Global 500 awardee Uly Hari Rusady. The participation in the workshop was intended to build link with local stakeholders in East Kalimantan as WWF main partners for conservation activities, especially in VIF and Bioregional Planning/NRM project field sites.

**b. GREENCOM Campaign**

GreenCOM is a USAID-funded communications initiative aimed at addressing Indonesia's escalating deforestation due to illegal logging and fostering action for better management of its remaining forest resources. A workshop on May 13-14, 2002 in Bogor was aimed to collect all inputs from local and national NGOs. This workshop has resulted mutual understanding amongst environmental groups dealing with illegal logging issue.

**c. Indonesia Forest and Media Campaign (INFORM)**

WWF Indonesia is one of six participating NGOs/consortium members of the World Bank-Global Environment Facilities (WB-GEF) funded campaign.

INFORM's vision is to generate public support and political will to conserve Indonesia's highly biodiverse forests, thus improving Indonesia's natural resource management. The VIF person is one of the members of INFORM's technical team. The INFORM campaign started in August 2002 and is scheduled to end in April 2004. The launching of GREENCOM and INFORM (March 2003) has been covered by many media in which WWF Indonesia's involvements were significantly highlighted.

**d. The Three Access Initiatives (TAI) Report Launching and seminar**

The Three Access Initiative is a global coalition conducting research on normative recognition, implementation, and resources allocation of access to information, access to public participation, and access to justice. It was adopted from the 10<sup>th</sup> principle of The Rio Declaration on Environment and Development (Rio Declaration) declared in United Nations Conference on Environment and Development (UNCED), Rio de Janeiro, June 3-14, 1992.<sup>6</sup> The research was aimed not only to map or identify problems but also to prepare a local, national, and international recommendation. The Three Access Initiative members are ACODE, Corporation Participa, EMLA, TEI, and World Resource Institute (WRI) as TAI core team, as well as multinational coalition of Chile, Hungary, India, Indonesia, Mexico, South Africa, Thailand, Uganda, and the USA. The research report was launched by Indonesian Center for Environmental Law (ICEL) in Jakarta (23 May 2002).

**e. Sustainable Community Based-Forest Management (PHBML) Certification System Pilot Project**

WWF Indonesia plays an active role in the preparation of Sustainable Community Based-Forest Management Certification System Pilot Project as

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<sup>6</sup> The 10<sup>th</sup> principle of Rio Declaration is: "Environmental issues are best handled with participation of all concerned citizens, at the relevant level. At the national level, each individual shall have appropriate access to information concerning the environment that is held by public authorities, including information on hazardous materials and activities in their communities, and the opportunity to participate in decision-making processes. States shall facilitate and encourage public awareness and participation by making information widely available. Effective access to judicial and administrative proceedings, including redress and remedy, shall be provided."

one of the project's core constituent. Other project's constituents are: Community Forestry System Development Consortium (KpSHK), East Kalimantan Community Forestry System (SHK Kaltim), Indigenous People's Alliance (AMAN), AruPA, Persepsi, and The Indonesian Ecolabelling Institute (LEI).

## **B. PROJECT ACHIEVEMENTS**

### **1. MoU and the Implementation of Sustainable Community Based Forest Management Certification System Pilot Project (started from July 16, 2002)**

WWF Indonesia has built good cooperation with other NGOs, including the Indonesian Ecolabelling Institute Foundation (LEI). The MoU for Sustainable Community Based-Forest Management Certification System Pilot Project with six local and national NGOs was signed in July 16, 2002 and became a significant foundation for the implementation of USAID-GDA funded project

### **2. Legal Drafting Training and Legal Drafting Module**

The legal drafting training for local stakeholders and the training module developed for use in other locations are proved valuable tools to increase capacity at district level in legal drafting of forest management related regulations.

### **3. Environmental Journalism Workshop**

WWF Indonesia believes that mass media is a pillar of democracy. An environmental journalism workshop was held in East Kalimantan on 20-24 August 2002 to build constituencies for the reform of natural resources management in the regional autonomy era. The workshop participants maintain their relation with WWF Indonesia and vice versa. The workshop shows significant results indicated by a better relation between WWF Indonesia, especially East Kalimantan office—with individual journalists.

### **4. Good Relations with Mass Media**

WWF/VIF project has been maintaining good relations with medias (including Singapore-based Newspaper The Straits Times, Radio 68H, The Jakarta Post, KOMPAS, Suara Pembaruan, Bisnis Indonesia, Media Indonesia, TEMPO Magazine, Koran TEMPO). The good relations with the media resulted in many media coverage on WWF Indonesia's Forest Program.

### **5. Good Relations with the government and other stakeholders**

The involvement of VIF person in GREENCOM, INFORM, and other coalitions, such as the Coalition to Oppose Mining in Protected Areas has given a significant stakeholders recognition to WWF Indonesia's Forest Program. Meanwhile, links on environmental issues with Ministry of Home Affairs Directorate General of Regional Autonomy, Ministry of Agriculture, and the Coordinating Ministry of Economy have been established.

### **6. Campaign Materials**

Posters, brochures, banners that have been produced by VIF project will be used as tools for WWF Indonesia Forest Program in the future. Meanwhile, the production of Interactive Presentation CD is a breakthrough for WWF Indonesia's

communication activities and inspired other programs to produce similar materials.

## **7. Continuing Publications**

### **a. New WWF Indonesia website**

WWF Indonesia website's has been migrated to Linux-based PHP system, which is more stable compared to the old HTML or ASP system. Meanwhile, the website updating system is much easier compared to the old website. The website is ready for more development after the closing of VIF Project.

### **b. Fire Bulletin**

After the closing of VIF project, the Fire Bulletin will still be maintained by WWF Indonesia, and distributed more widely. The bulletin has got significant acknowledgement by the forest fire fighting experts and practitioners community. Some international websites has also included the link to Fire Bulletin.

## **V. LESSONS LEARNED AND RECOMMENDATIONS**

Voice in the Forest was intended to support the ongoing 'Bioregional Planning' project through campaign and capacity building efforts. The 'Bioregional Planning' project benefited highly from the 'Voice in the Forest' project as specific attention could be paid to develop media relations, relations with local parliamentarians and general public. These stakeholders were key to the success of the 'Bioregional Planning' project and could be targeted intensively with the additional support of VIF. Future regional, landscape planning projects where WWF Indonesia is involved need to build in more attention to communication and campaigning in their proposals and work plans.

Some national forest issues were dealt within the VIF project. As WWF Indonesia forest program went through significant changes over the past years (from project approach to program approach) it proved not always easy to adjust the VIF project in such way it could respond to the developments within WWF Indonesia. In future planning of campaign type projects like VIF, more detailed objectives, target outputs and target audiences should be identified beforehand. Due to the rapid changes in forest management, which Indonesia has experienced in the past years, campaigns have to be developed in a flexible manner to be able to adjust its targets and target audiences to these changes.

Traditional communication approaches often used by WWF Indonesia on project level, like using printed materials, are only effective if combined with innovative communication approaches targeting broader audiences. Due to the VIF developed approach, crucial support from public and politicians to influence the decision making on project level was obtained. Therefore it is crucial for WWF Indonesia that policy advocacy and campaign initiatives at the local level in the future are strongly linked with similar initiatives at the national level.

## VI. PROJECT FINANCIAL STATUS

Project Name: A Voice in The Forest (Grant No : 497 -G-00-01-00020-00)	
<b>Budget</b>	<b>1,346,085,000</b>
<b>Expenditure (Total) to date</b>	
Internal Service	212,877,500
Salaries	252,924,360
Fringe Benefits	52,448,454
Travel & Local Transportation Costs	71,368,222
Communication / Awareness Campaign	281,104,696
Meeting/workshops & Training	96,159,068
Furniture, Equipment & Infrastructures	49,842,075
Other Direct Costs	13,271,404
Third Party Fees	133,292,500
<b>Total</b>	<b>1,163,288,280</b>
<b>Balance</b>	<b>182,796,720</b>

A Voice in The Forest - Identification Manual & Campaign Materials for Indonesian Endangered Species Grant No: 497-G-00-01-00020-00			
SUMMARY EXPENDITURES			
	Budget	Total Expenditure to Date	Balance
Identification Manual & Campaign Materials for Indonesian Endangered Species	903,915,000	955,417,166	-51,502,166
A Voice in The Forest	1,346,085,000	1,163,288,280	182,796,720
<b>Totals</b>	<b>2,250,000,000</b>	<b>2,118,705,446</b>	<b>131,294,554</b>

Note: This financial status information is before audit

## **VII. ACKNOWLEDGEMENTS**

The Voice in The Forest project has been implemented successfully with enormous amount of courage, hard work and motivation of many people. Herewith WWF Indonesia would like to thank all of them that contributed to the project.

### **USAID in Jakarta**

- Anne Paterson, REM Office-Director
- Fred Pollock, REM Office-former Director
- I Ketut Djati, Project Manager
- Trigeany Linggoatmodjo, EAPEI Program Specialist, and other related USAID mission staff in Indonesia

### **WWF Indonesia's Partners:**

- Ministry of Forestry, State Ministry for the Environment and other related ministries
- All stakeholders in East Kalimantan and Papua
- Adi 'Bola', Graphic Designer
- Adji Setyowibowo, Consultant
- Alain Compost, and all staff of Wanamedia Lestari Foundation
- Angela Jusmario, A & J Advertising
- Ari Susanti, UGM
- Budi Irawan and all Interactive CD Creative Team members
- Don Hasman, Photographer
- Hariadi Kartodiharjo, IPB
- Haryanto Putro, IPB
- ICEL
- LEI and other members of PHBML certification pilot project system
- M. Thoriq, Jakarta Review Communications
- PixArt Digital Media
- Saipul Hidayat Siagian, Kerabat WWF
- NGOs, Business Communities and Media

### **WWF Indonesia**

- Mubariq Ahmad, Executive Director
- Agus Purnomo, former Executive Director
- Dewi Suralaga, Director of National Program
- Ahmad Setiadi, Director of Service and Resources
- Emil S. Tarigan, former Director of Internal Services
- Agus Setyarso, Senior Policy Adviser, VIF Project Coordinator
- Tony R. Soehartono, and all former staff of WWF Indonesia-Sundaland Region
- Benja V. Mambai (Director-Papua Region) and all staff of Papua Program
- Klaas Jan Teule, Program Development Director
- Halim Muda Rizal, Finance Manager
- Hanna Tobing, Program Monitoring and Evaluation Manager
- Desi Polla, Marketing and Fundraising Manager,
- Israr Ardiansyah, Communications Specialist, VIF Project Officer
- Anggia Santosa, former Forest Program Deputy Coordinator
- Fitriani Ardiansyah, FCI Project Coordinator, former NRM project coordinator
- Jahja Hanafie, former NRM project coordinator
- Nur Amalia (Legal Officer) and other staff and consultants of WWF Indonesia





# **FINAL REPORT**

## **A Voice in The Forest**

Building Constituencies for Reform of  
Natural Resources Management and Conservation in Indonesia

May 2001- May 2003  
(WWF Indonesia-USAID Grant Agreement No. 497-G-00-01 -00020-00)

### **Appendices**

**FOREST PROGRAM**  
**WWF INDONESIA**  
**MAY 2003**

**Appendix 1. Project Output/Achievements Contrasted to Objective 1- Activity 1.1 in Grant Agreement Contract (No. 497-G-00-01-00020-00)**

<b>Objective 1</b>			
<b>Incorporate national conservation laws into model implementing regulations and conservation action plans, to be adopted initially in East Kalimantan and Irian Jaya (West Papua)</b>			
<b>Activities</b>	<b>Output/Achievements</b>	<b>Time</b>	<b>Comments</b>
<b>Activity 1.1</b> Advocacy will be aimed at parliamentarians and others responsible for drafting implementing regulations guiding decentralization, to explain obligations under national conservation laws and international treaties and agreements and their importance for sustainable development. This will be supported by legal analysis and case studies from the target provinces, followed by draft legislation prepared in consultation with partners.	Legal Drafting training delivered to 16 participants from Nunukan district parliament members, local government officials, and local NGO activists in order to give environmental perspective to the new regulations being developed.	20-24 August 2002	The legal drafting training for local stakeholders is a breakthrough for conservation awareness campaign that will be adopted by WWF Indonesia for all projects to support the programmatic approach.
	A Module for Legal Drafting in the Decentralization Era (draft) has been finalized as a follow up of the legal drafting training in East Kalimantan.	April 2003	Due to its importance, the legal drafting module will be published and socialized in collaboration with other projects of WWF Indonesia after the closing of VIF project.
	The workshop on High Conservation Value Forest Analysis in Papua has been held in Jayapura in collaboration with the Forest Conversion Initiative Project and Sahul Region Office.	8-10 May 2003	
	As a result of regular campaign and lobby, Fitriani Ardiansyah (former NRM project coordinator as a main national VIF partner) and Suhandri (former WWF-NRM Sorong Project Manager) have been invited as resource person for Kalimantan Island Spatial Planning.	Continuing activities	

<b>Activity 1.2</b> A campaign, aimed at decision-makers and public opinion leaders, will highlight the local and national importance and principles of conservation and its management in order to gain support for protected areas and species conservation. Campaign events include public seminars, policy round-table discussions, and media spots.	Series of articles on Forest and Species issues had been published in KORAN TEMPO, in cooperation with WWF Indonesia's fundraising unit and Caltex Indonesia Foundation.	June-July 2002	WWF/VIF project has been maintaining good relations with medias (including Singapore-based Newspaper The Straits Times, Radio 68H, The Jakarta Post, KOMPAS, Suara Pembaruan, Bisnis Indonesia, Media Indonesia, TEMPO Magazine, Koran TEMPO). The good relation is expected to be effectively support the campaign. The good relation with the media has fruited in many media coverage on WWF Indonesia's Forest Program. The project has given significant lessons learned
	Two TV shots produced with SCTV in Jamursba-Medi, Sorong and broadcasted nationally.	31 August and 7 September, 2002	
	One talk show on Illegal Logging was conducted in Radio 68H featuring VIF Project Coordinator as a resource person representing conservation NGOs	23 January 2003.	
	One talk show on Illegal Logging was conducted on INDOSIAR with VIF Project Coordinator as a resource person representing conservation NGOs.	24 January 2003	
	New website of WWF Indonesia (which has been made possible by some projects of WWF Indonesia including VIF and Endangered Species Campaign) has been on-line with the VIF person as the main gateway/editor. Since its soft launch in April 2003, the website has got significant response from the visitors. Visit <a href="http://www.wwf.or.id">www.wwf.or.id</a> .	April 2003	

	Other international organizations (CARE, TRAFFIC etc) has expressed their interest to work with WWF Indonesia in dealing with the environmental and social issues in Nunukan, East Kalimantan, including the illegal logging issues, forest conversion, and border forest management.	Continuing activities	
	A video on WWF Indonesia's Forest Program has been produced and ready to be used for supporting the socialization of the forest program in the future.	May 2003	
	Production of media campaigns on Jamursba-Medi and Sebuk-Sembakung (some were produced in collaboration with the NRM Bioregional Program) that include: posters, brochures, interactive CD, banners.	October 2002-May 2003	<p>The interactive CD has been presented in some international meetings by Fitriani Ardiansyah, former NRM Project Coordinator. The production of the CD has inspired other programs in WWF Indonesia to adopt the campaign concept.</p> <p>The fast growing development of forest issues and dynamics in WWF Indonesia (including the closure of WWF-NRM project in East Kalimantan and Papua in October 2002) have led to some revisions of the campaign materials that caused some delays. The campaign materials are significant ammunition for the campaign to secure the sustainability of conservation activities in the former NRM field offices.</p>

**Appendix 2. Project Output/Achievements Contrasted to Objective 2 and its Activities in Grant Agreement Contract (No. 497-G-00-01-00020-00)**

<b>Objective 2</b> <b>Supporting the implementation of principles and criteria in forest resources management within decentralization scheme piloted in two administrative districts (<i>kabupaten</i>) in East Kalimantan and Irian Jaya (West Papua).</b>			
<b>Activities</b>	<b>Output/Achievements</b>	<b>Time</b>	<b>Comments</b>
<b>Activity 2.1</b> A public education campaign will engage a wider segment of civil society in discussions of forestry issues. WWF will translate technical analyses and recommendations made by various parties on the principles and criteria (e.g.,) CIFOR and NRM2 into comprehensible articles and seminars for the general public. The aim is to garner public support for good forest management through exposure and discussion of how mismanagement has caused costly	Six local and national NGOs has agreed to collaborate with WWF Indonesia in promoting the Sustainable Community Based-Forest Management Certification System to support the good forest management campaign. The MoU for the System Pilot Project had been signed in a meeting conducted by WWF Indonesia (VIF project) and LEI.	16 July 2002	The MoU for the System Pilot Project had been a significant foundation for the implementation of USAID/GDA funded project 'The Alliance to Combat Illegal Logging and Promoting Forest Certification in Indonesia', an alliance of WWF and The Nature Conservancy.
	A working mechanism/ protocol/SFM Module as the follow up of the MoU signing had been published by LEI, and the Sustainable Community Based-Forest Management Certification System Pilot Project's executing team had been established.	16 July 2002	
	Three field staff in Kalimantan has been trained in a small audio visual/video production workshop	July 2002	The field staff, especially in Kalimantan, has produced much footage. Some footage has been used for WWF Indonesia Forest Program Video.
	A seminar as a public education campaign had been held by VIF to discuss Forest Fire, featuring representative of business community, MoF official, forest fire expert and VIF project coordinator.	16 August, 2002	
	An environmental journalism workshop has been held, attended by 16 East Kalimantan journalists.	21-25 August 2002.	

environmental problems (e.g., fires and haze).	One talk show on forest fires on Metro TV was conducted in with VIF Project Coordinator as a resource person representing conservation NGOs	August 2002	
	Joint campaign on 'Protecting Species and its habitat' with WWF-NRM project and 'Endangered Species Campaign' project, organized by WWF Indonesia in Taman Anggrek Mall.	August 2002	
	A WWF Indonesia Communication Workshop has been conducted to enhance the communication capacity of WWF Indonesia staff and synergize conservation programs and campaign activities.	September 2002	The workshop has resulted communication protocol for WWF Indonesia
	A weekly electronic Fire Bulletin —a joint publication with the Project Fire Fight South East Asia— has been published and distributed widely.	October 2002 - present	The Fire Bulletin has got warm welcome from the WWF Network. The Bilingual edition of the bulletin has been produced and distributed to wider audiences. It can be also accessed through WWF Indonesia's website: <a href="http://www.wwf.or.id/fire">www.wwf.or.id/fire</a> .
	VIF persons have been actively participating in the campaigns against forest destruction conversion, e.g, Indonesia Forest and Media Network/INFORM Campaign and GreenCOM, and other WWF International's seminars to shapen and magnify the impact of the campaign messages and to socialize the VIF project to other relevant stakeholders.	Continuing activities	The involvement of VIF person in GREENCOM, INFORM, and other coalition, such as the Coalition to Oppose Mining in Protected Areas has given a significant stakeholders recognition to WWF Indonesia's Forest Program. The launching of GREENCOM and INFORM (March 2003) has been covered many media where WWF Indonesia's involvements were significantly highlighted, as well as other coverages regarding the forest issues.
	Drafts on SFM practices for the provincial and district level have been finalized.	May 2003	

<b>Activity 2.2</b> WWF Indonesia will participate in regional WWF-sponsored workshops comparing the causes and impacts of, and solutions to mismanagement of forests. The role of the military (e.g., in Indonesia, China, and Cambodia) and decentralization are among the topical issues.	VIF Project coordinator attended a workshop on Illegal Logging Issues and Forest Governance in Bangkok.	November 2001	
	A communication protocol for environmental crisis (fires) had been drafted, resulted by the intensive coordination with the Project Fire Fight South East Asia/PFFSEA and the participation in WWF International Forest Communications Workshop in Pekanbaru, Riau.	25 February – 01 March 2002	.
	VIF Communications Specialist attended WWF Asia Pacific Ecoregion Action Programme (EAP) Training Initiative 'Gearing up Ecoregion Action Programmes: Making it Happen' in Madang	22-28 April 2002	The purpose of the workshop is to enhance the knowledge and skills of ecoregion leaders and communicators in ecoregion conservation and to encourage them to work as a team of peers. The workshop was attended by EAP coordinators and communications persons from WWF offices in Asia Pacific where 92 Global 200 Ecoregions are located.
	VIF project coordinator attended the eleventh joint meeting of the working group on Sub-Regional Fire Fighting Arrangements (SRFAs) for Sumatra and Borneo in Singapore.	12 August 2002	

### Appendix 3.

#### VIF Project's Activities in Pictures



Picture 1. A meeting on Sustainable Community Based Forest Management Certification System, attended by the pilot project's core constituents (Cisarua, 16-17 July 2002). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 2. Public Discussion "Together Preventing Forest Fires", featuring representatives of oil palm business association, Ministry of Forestry official, forest fire expert from Project Fire Fight South East Asia/PFFSEA, and VIF Project Coordinator (Jakarta, 16 August 2002). **Photo by WWF Indonesia/Israr Ardiansyah**





Picture 3. Teungku Bestari Raden, representing The Alliance of Indigenous People of the Archipelago/AMAN, in public discussion "Together Preventing Forest Fires", (Jakarta, 16 August 2002). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 4. Legal Drafting Training (East Kalimantan, 20-24 August 2002). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 5. Legal Drafting Training (East Kalimantan, 20-24 August 2002). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 6. Environmental Journalism Workshop (East Kalimantan, 20-24 August 2002) **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 7. One of lobby activities: building link with Directorate General of Regional Autonomy-- Ministry of Home Affair. **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 8. The launching of USAID/GDA funded project 'A WWF-TNC Alliance to Promote Certification and Combat Illegal Logging in Indonesia' on 18 December 2002. The implementation of the project, especially 'Promoting Sustainable Community Based Forest Certification' is a follow up of The MoU between WWF Indonesia and six other NGOs (16 July 2002), an initiative that was facilitated by LEI and WWF Indonesia -VIF Project. **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 9. People's Consultative Assembly (MPR) speaker Amien Rais declared his support to the campaign against illegal logging-forest destruction, as well as dozens of national public figures, which attended the campaign launching on 19 March 2003. USAID-funded GREENCOM Project and World Bank/GEF funded Indonesia Forest and Media Campaign (INFORM) facilitated this launching. WWF Indonesia- Forest Team and VIF persons have been involved intensively in both campaign initiatives to synchronize the campaign and join forces to combat forest destruction. **Photo by WWF Indonesia/Saipul Hidayat Siagian**



Picture 10. The workshop to socialize the concept of High Conservation Value Forest (HCVF) -- a tool designed to provide strong scientific basis for forest conservation -- in Jayapura, Papua, on 8 and 9 May 2002. **Photo by WWF Indonesia/Israr Ardiansyah**





Picture 11. Benja V. Mambai, the Director of WWF Indonesia-Region Sahul and Bas Koroway, representative of Papua provincial government. Both are speakers of the workshop to socialize the High Conservation Value Forest (HCVF) concept to multi-stakeholders (Jayapura, Papua, 10 May 2003). The workshop was conducted by VIF project in collaboration with WWF Indonesia 'Forest Conversion Initiative'. **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 12. The participants of the Workshop on High Conservation Value Forest/HCVF and Forest Conversion issue (Jayapura, Papua, 10 May 2003). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 13. The launching of 'Fire Bulletin' on 22 May 2003. Project Fire Fight South East Asia (PFFSEA) and WWF Indonesia-Forest Team initiated the bilingual weekly electronic bulletin to disseminate information on forest fire. VIF project persons were key editors. WWF Indonesia keeps publishing the bulletin. **Photo by WWF Indonesia/Martin Ronaldi**



Picture 14. The executive director of Indonesian Biodiversity Foundation (KEHATI) Ismid Hadad, representing 'the coalition against protected areas conversion into mining concession', in a hearing with the House of Representatives, June 2003. The banner in the background is one of VIF campaign materials as a part of WWF Indonesia's participation in the coalition. **Photo by WALHI**



Picture 15. The banner on Nunukan when it was displayed at the launching of campaign against illegal logging and forest destruction (GREENCOM-INFORM, 19 March 2003) **Photo by WWF Indonesia/Saipul Hidayat Siagian**



Picture 16. The banner on Jamursba Medi when it was displayed on the sidelines of HCVF Workshop in Jayapura, Papua (8-10 May 2003). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 17. The banner to protest 'Mining in Protected Areas' when it was displayed in Pelangi Foundation's booth (Environmental Expo, Jakarta, 19 May 2003). **Photo by WWF Indonesia/Israr Ardiansyah**



Picture 18. Some campaign materials produced by VIF Project (Posters, Brochures, and Interactive CD) **Photo by WWF Indonesia/Israr Ardiansyah**



## Appendix 4. Media Coverage

### Some coverage of The Jakarta Post:

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#### Logging ban pleases environmentalists but upsets pulp industry

Monday, July 01, 2002

**Rendi A. Witular**, The Jakarta Post, Jakarta

The government's plan to temporarily ban logging in natural forests has been praised by environmentalists but upsets industry players who fear the policy will have a big impact on their businesses.

The Ministry of Forestry is reportedly drafting a decree on the logging moratorium's details following the issuance of governmental regulation No. 34/2004 on June 8, which authorizes the ministry to impose the moratorium.

"We fully support the plan as it will protect our forests, which have suffered major damage in the past," Agus Purnomo, director executive of World Wild Fund (WWF) for the Jakarta branch, told *The Jakarta Post* over the weekend.

Agus maintained that the new policy was not aimed at hurting forestry-based businesses, but at forcing them to take more care of the environment in their operations.

"The government regulation emphasizes the use of wood from forest estates as raw material for the businesses," said Agus.

Today, despite having been given concessions for large industrial timber estates (HTI) timber and pulp factories prefer to take their raw material from natural forests rather than planting trees on their concessions.

The ministry has thus far allowed the practice to continue by providing them with logging licenses (IPKS).

Many forestry-based businesses take their raw material from natural forests because it is much cheaper than buying logs grown on timber estates or than the expenses they would incur to develop forests on their concessions.

"Pulp factories would not be affected by the moratorium if they had developed their forests long ago and had not heavily relied on natural forests.

"They should have developed forest estates before setting up factories," said Agus.

Based on joint research by WWF and the Center for International Forestry Research (CIFOR), of the 120 million cubic meters of logs used by the pulp industry during 1988-2000, only 10 percent was harvested from forest estates.

Statistics of the Office of the State Minister of the Environment show the rate of deforestation in the country reaches between two million and 2.4 million hectares a year.

The secretary-general of the Pulp and Paper Association, Kahar Haryopuspito, said the logging moratorium would deal a heavy blow to the industry as it would result in a shortage of raw material.

"The moratorium is a serious threat to the industry. And this is deplorable given the fact that world demand for pulp increases each year, and the pulp industry has handsomely contributed to the country's foreign exchange earnings," said Kahar.

Despite the economic crisis, the country's pulp and paper industry has progressed well over the past five years. Exports of pulp and paper products reached US\$3.5 billion in 2000, up from \$2.7 billion in the previous year. Some 60 percent of the industry's output is exported, while 40 percent is sold at home.

Meanwhile, pulp industry analyst Gatot Ibnusantosa warned that if the government realized its moratorium plan, the country's pulp and paper output could fall this year.

"The ban will, of course, have a severe impact on the industry. The industry will have to reduce its capacity or even import raw material, which will render their products uncompetitive against those produced in other countries," said Gatot.

Gatot added that the government should find a solution that would protect the businesses as well as the country's forests.

"For instance, if the government wanted the pulp industry players to rely on forest estates, the government should facilitate licensing for forest estates," he said.

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### **NGOs file for review of mining law**

Friday, November 29, 2002

JAKARTA: An alliance of non-governmental organizations appealed to the Supreme Court on Thursday to review a new government regulation that allows mining in protected forests.

The Indonesian Environment Forum (Walhi), Forest Watch Indonesia, Mining Advocacy Network (Jatam) and Natural Resources Law Institute (Ihsa) are among the applicants.

Harry Alexander of Ihsa, accompanied by Walhi executive director Longgena Ginting, said the regulation allowed firms to carry out open-pit mining in protected forest, thus violating prevailing laws.

The regulation also shifted the authority to approve the utilization of forest for strategic needs from the House of Representatives to the president, he said.

Any lower rulings must not add, reduce, or modify the content of higher regulations, he said. --JP

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## **NGOs fight against illegal logging**

Thursday, March 20, 2003

**Moch. N. Kurniawan**, The Jakarta Post, Jakarta

A number of non-governmental organizations (NGOs) launched on Wednesday a campaign to increase public support for the fight against illegal logging.

"We are hopeful that every party concerned with the country's forests will join in this campaign against illegal logging," Forest Watch Indonesia director Togu Manurung said after the launch of the campaign, which was attended by hundreds of participants.

Among those in attendance were People's Consultative Assembly Speaker Amien Rais, State Minister for the Environment Nabel Makarim and NGO executives.

The NGOs involved in the campaign are the Indonesian Forum for the Environment (Walhi), Forest Watch Indonesia, The Indonesian Indigenous Group Alliance (AMAN), the World Wildlife Fund (WWF) Indonesia, GreenCom, INFORM, Kemala Foundation and Telapak Indonesia.

Togu said the campaign would reach local NGOs, tribal communities, mass organizations like Nahdlatul Ulama and political parties.

"The campaign must emerge as a social movement because we cannot rely on the government to take legal action against illegal loggers," he said.

He also pointed out the importance of political parties taking an unambiguous stance against illegal logging and including environmental protection in their platforms in the campaign to stop environmental degradation.

It was initially proposed to Minister of Forestry M. Prakosa that the campaign be launched by President Megawati Soekarnoputri at the state palace, Togu said.

"But Prakosa refused for fear that if Megawati launched the campaign but then it failed, the President would be embarrassed," Togu said.

Prakosa could not be reached for confirmation, nor did he attend the ceremony on Wednesday.

However, Nabel said that although Megawati and Prakosa did not attend the ceremony, the government and the NGOs were on the same side in the fight against illegal logging.

Walhi executive director Longgena Ginting called on the people of Indonesia to write government officials and urge them to step up the fight illegal loggers.

"If people write letters, we hope the government will take legal action against illegal loggers," he said.

Illegal logging is a major problem in the country, with a total loss of over 51 million cubic meters of wood a year. The demand for plywood reaches 63 million cubic meters a year, but legal logging can only provide 12 million cubic meters.

This year, illegal logging looks set to become even more widespread, with the government limiting legal log production to 6.4 million cubic meters, with plywood demand still standing at 63 million cubic meters.

Economic losses from illegal logging reach Rp 30 trillion (US\$3.4 billion) annually, in addition to the loss of human life and property from the floods and landslides that follow illegal logging and deforestation.

The government has also launched an operation to fight illegal logging with the Indonesian Military and the National Police, but there still have been no major breakthroughs from that campaign.

Meanwhile, Amien came out in support of efforts to stop illegal logging, saying forestry companies must make forest conservation their top priority.

"When we speak about forests, we are speaking about tree stumps. All (forests) have been nearly denuded. I believe that within 10 years, Indonesia's forests will have become deserts," he said.

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### **Environmentalists call for an end to deforestation**

Wednesday, April 16, 2003

**Kurniawan Hari**, The Jakarta Post, Jakarta

Environmentalists met with People's Consultative Assembly (MPR) chairman Amien Rais and his deputy, Kholil Bisri, on Tuesday to demand that political pressure be put on military and police personnel to stop illegal logging throughout the country.

The activists said military and police personnel were backing illegal logging across the country, making it difficult to end the criminal practice without the aid of political pressure.

"Illegal logging causes economic and ecological losses to the state. We need a strong commitment from lawmakers (to stop this practice)," said Henny Buftheim of the Greencom environmental group on Tuesday.

Fellow activist Jatna Suprijatna warned that the forest's destruction would have a snowball effect, namely the deterioration of the nation's biodiversity.

He added that uncontrolled deforestation had contributed to US\$4 billion in state losses per year.

Jatna said that there was about Rp 2 million to Rp 3 million in state losses for each cubic meter of trees felled due to illegal logging.

Illegal logging also has a devastating impact on sustaining biodiversity. Every cubic meter of trees felled means Rp 10 million in state losses, he said.

He noted that the rate of deforestation had reached more than two million hectares per year.

Meantime, Agus Setiyarso from the World Wildlife Fund (WWF) said that his office had been monitoring illegal logging in some regencies in West Kalimantan and Riau for the past four years and had learned that illegal logging was sponsored by businessmen from Malaysia.

Citing data from the Ministry of Forestry, the forest in West Kalimantan can tolerate logging of no more than 400,000 cubic meters per year.

But Agus disclosed that logging activities reached 4 million cubic meters per year in the province.

"This means the amount of logging that has been done is ten times more than the tolerable proportions. The supply for the next generation has already been chopped down," Agus said.

Henny, Jatna, and Agus called for an evaluation of the work of local administrations to avoid further deforestation. "I think several regents deserve a jail sentence (for helping illegal loggers)," Agus said.

Responding to the activists, Amien said Assembly leaders shared the same opinion as environmental activists but could offer no solution.

"We are in the same boat and we are very much concerned about the diminishing forests," Amien said.

Deforestation in the period of 1985 - 1997 -----  
-----Areas size of forest size of forest percent

1985	1997	-----	Sumatra	22,938,825
16,430,300	- 28	Java	1,274,600	1,869,675
47	Bali	96,450	76,700	- 20
Nusa Tenggara	686,775	450,450	- 34	Kalimantan
39,644,025	29,637,475	- 25	Sulawesi	11,192,950
7,950,900	- 29	Maluku	5,790,800	5,820,975
- 1	Irian Jaya	35,192,725	33,382,475	- 5

-----Source: *Madani Journal*,

February-April 2003

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**Turtle population in Sorong drops**

Tuesday, May 13, 2003

JAYAPURA, Papua: The population of a rare turtle species in the Jamursba Medi coastal area in Sorong, Papua, has dropped to less than 500, a World Wide Fund for Nature (WWF) finding has revealed.

Creusa Hitipuew, a WWF researcher in Sahul district, Papua, said in Jayapura on Monday that the number of turtles laying eggs on Medi beach had dropped to a little over 430 in 2002 from 3,306 in 1984.

"More than 200 turtles of the *belimbing* (star fruit) species could be found at the Jamursba Medi coast every night in 1984, but the number dropped to about 30 between 1990 and 1995," he said.

He said predators like boars, coastal abrasion and the theft of turtle eggs by men were the main threats to the continued existence of this species in the area, which could be minimized by coastal patrols and a public awareness campaign.

"Over the last 10 years WWF and the National Resources Conservation Agency of Sorong have conserved the threatened coastal habitat, and now over 1,000 turtles land every night, including the scaled and green species," Creusa added. --JP